



EU Heritage.

Skills for promotion,
valorisation, exploitation, mediation and
interpretation of European Cultural Heritage



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Video Transcript
SU 4.4.1
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A well-defined communication strategy is an essential feature for both profit and not-for-profit sectors, especially when it's linked to fundraising messages.

Communication can be split in three essential elements: goal – message – target.

First of all, it is important to understand and define the goals of your communication strategy in order to ensure its effectiveness. It is evident that an NPO approaches communication not to generate profit but to pursue social and cultural ends.

Then, we have to focus on an idea or a message that enables the organization to generate value for itself and for its audience. This idea is expressed in what business models call “unique value proposition”.

Finally, considering the target: a good tool to design a communication plan is the definition of the so-called “user personas”.

An omnichannel communication strategy has become more and more essential, especially in these days when people talk about digital communication so often. It doesn't just mean identifying tools, but also customizing messages and contents to be conveyed to your targets, studying and keeping up with communication trends and digital transformations over time.

Furthermore, communication is always addressed to internal and external stakeholders (donors, partners, governments, clients, communities, employees, volunteers and so on)

Internal communication will use different tools compared to external communication and will be more institutional and informative rather than creative.

When it comes to external communication, the concepts of “audience development” and “audience engagement” has become more and more significant and they are linked to priority categories such as donors and supporters.

The concept of Communication can be included inside the definition of "marketing", which involves targeting and positioning.

One of the marketing pillars is what Philip Kotler calls Marketing Mix. The marketing mix, according to him, “*is the set of controllable variables a firm can use to influence buyer response*”. The four Ps of marketing are: Product, Price, Place and Promotion. When we speak about Communication, especially in the cultural sector, we have to focus our attention on the 4th P: Promotion.

In cultural industry, if the focus target are individuals, the promotional mix must aim to convey experiences and unforgettable emotions: these two aspects are the bases of cultural consumption. On the other hand, when we talk about corporate communication, it's important to mention few ways by which a company may enhance

its brand image, identity and reputation, by building a strong and synergic dialogue with not-for-profit sector.

These are CAUSE RELATED MARKETING and CO MARKETING, as well as Sponsorships and Donations to support social and cultural causes.

As we said, fundraising and communication are two linked factors: indeed, a sustainable fundraising strategy will be winning thanks to an effective communication program, which aims to inform and constantly remind people why they should donate or invest in a cultural project.

It's fundamental to understand that the main goal of this process is turning cultural users into supporters or even better into ambassadors and testimonials of your organization.

Therefore, it becomes essential including fundraising messages into the wider communication plan, with the aim to engage the current donors to keep donating or to attract new prospects and first-time donors. What is crucial for a good fundraising communication is how the storytelling is built to send out a memorable message.

Pragmatically speaking, there are several fundraising communication channels that can be used to engage prospects, from word of mouth to social reports, from letters to fundraising events.

Due to the recent pandemic, the importance of digital fundraising has become clear: donate buttons on the website, landing pages, personal fundraising, fundraising digital events, charitable ecommerce, digital testimonial and influencers, twitch, google grants spread widely.

Among these crowdfunding had an important role: this is a bottom-up process which aims to mobilize a large number of people with small to medium-sized donations.

Crowdfunding campaigns, even if not good for every project, are often considered not only as funding tools but also as channels to increment the visibility and the communication of a cultural project or institution. In this way, they are a perfect example of this overlapping between these two needs, to spread a message and to collect money.

We can mention several campaigns, which have achieved the goal to engage their audience, also during the lockdown. One for all it's a small Italian non-profit organization, Dramatrà, whose main activity is linked to performed guided tours. They invented a "virtural tour" on a crowdfunding platform, as a unique event, stimulating its community in a moment both of entertainment and fundraising.

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